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A Christmas Herald

Decorations dazzle dorm rooms

Trees, lights make 'it seem more like home'

By TRAVIS GREEN

Some students are bringing the holidays to school and not waiting until they get home.

Dorm-room decorations make "it seem more like home," said Joyce Turner, a Hopkinsville freshman.

"We put up a tree and hung lights in the windows," Turner said of her and her roommate. "We have a Christmas centerpiece on the microwave and stockings hanging up."

Multi-colored Christmas lights sparkle from several dorm-room windows.

"We hung lights around the room and decorated a little bit — nothing major," said Rick Scanlon, a Shepherdsville sophomore.

No one can go through the third floor of West Hall and not long to be home after seeing Virginia Dickerson's door.

The Bardonia sophomore and art major has posted a picture she drew of a house with a window looking in on the traditional Christmas scene with a tree, stockings and presents under the tree. She also has Santa with his reindeer on the roof of the house.

"I decorated my door for Christmas because I love to be creative," Dickerson said. "and decorations make our wing seem more closer to home than bare walls."

Students set their own limits on how much they will spend for decorations.

Jeise Elmore said he plans to spend about \$25 at K-Mart and Wal-Mart for decorations.

"I plan to decorate my entire room in lights and decorate my door," said Elmore, a Sommersville junior.



Jason Hallmark/Herald

See 'SPIRIT', Page 3B

Junior Missy Franklin (left) and freshman Myra Honeycutt pose in their McCormack Hall room.

Tree-buying becomes a family affair

By S. KAYE SUMMERS

"Your wife called — bring home a Christmas tree," reads the sign at Dude's Market.

Jim, Sherry, Brent and Jennifer Ford searched for their tree at Dude's again this year. The Bowling Green family wanted a real tree because "it was more Christmasy and (they) liked the smell."

Nine-year-old Jennifer picked one that was "fat and chubby." Brent, 14, had the job of turning the tree for evaluation.

Trimming the tree "involves everybody," Sherry said. "The kids always pop popcorn and string it."

"While Mommy's in the living room, I cheat and eat the popcorn," Jennifer said.

Jim chimed in, "I lay on the couch and watch."

Dude's Market is one of several Christmas tree outlets in Bowling Green.

Verlin "Dude" Austin began hauling trees from Michigan and North Carolina the day before Thanksgiving.

He offers six varieties of trees: Scotch and white pine, Douglas and Fraser fir, blue spruce and Canadian balsam.

"Fraser fir is the best tree because it doesn't lose needles and stays green longer," Austin said. But he sells more Scotch pine trees because they're cheaper.

"Some sellers price their trees by

See TREE-SHOPPING, Page 3B

They'll not be home for Christmas

By ALLISON TUTT

Dollar signs have shattered many international students' dreams of traveling home for the holidays, detouring them to new destinations.

"It's expensive and not worth it to go (home) for two or three weeks," Bayan Nasr said. The Venezuelan senior said he plans to spend Christmas in Louisville with his cousins.

"I think it would be hard to only go for three weeks," Kristine Bernhard said. "It would be hard to come back."

The freshman from Guatemala said she will go to Florida to celebrate a traditional Guatemalan Christmas with her cousins.

She said Christmas customs in Guatemala differ from ours.

"You hear in all the country all the fireworks going," she said of the traditional Dec. 25 spectacles there.

Handmade nativity scenes can be found in almost every house in Guatemala, she said. "We use natural

See FOREIGN, Page 3B

'Tis the season to make an easy dollar

Some people'll do anything to make a buck.

Now that it's the holiday season, some companies are taking advantage of the average Joe's holiday spirit by packaging their products in festive red and green packages.

While many items like candy canes and egg nog pop-up only this time of year, some products that we see year-round suddenly are holiday must-haves.

Candy is probably the most obvious example of this "special" marketing.

This time of year M & M's are no longer found in their usual red, orange, green, yellow and brown candy-coatings, but in bright red and green.

Their packaging changes, too. Plain M & M's come in red bags,



Diane Tsimekles

while peanut M & M's comes in green.

M & M's and most other goods marketed differently for Christmas are established products, said Dr. Robert Erffmeyer, an assistant professor of marketing. "They are mature products sold for alternative purposes."

In other words, they've been around, people are familiar with them

and companies are giving the goods a "boost" in sales by orienting them towards the holidays.

Is this marketing effective? "Sure," Erffmeyer said. "You always will see a kid pay three bucks for a tube of candy that would normally cost less."

Other products that have been "Christmas-ized" are Hershey's Kisses, Reese's Milk Chocolate Peanut Butter Cups and Rolo's wrapped in red and green foil.

Tootsie Rolls are stuffed in cylinders decorated as Santas.

Paper towels for wiping chocolate-covered hands now have poinsettia leaves and bells on them.

For the more innovative Christmas shopper, there is a holiday eight-pack of spices including basil leaves and

ground cinnamon.

Fast food joints are getting into the picture, too.

McDonald's has Christmas motifs on their bags for the remainder of the season.

And Christmas wouldn't be complete without Arby's holly motif stemware.

At 99 cents a pop with the purchase of a medium or large soft drink, don't expect to get a set in one visit.

But once the new year arrives, these festive packages will rest on clearance shelves so mushroom-printed paper towels and Hershey's Kisses wrapped in silver foil can once again stock the shelves.

For now, though, enjoy the season and have a Sprite. It "makes brighter holidays. Lymon is the reason."

COMMENTARY

If funds are very low, students can still ho-ho-ho

By TANYA BRICKING

'Tis the season to be jolly, right? But just how are you going to deck the halls when you have lots of gifts to buy but not a lot of cash?

Unless asking Mom to send more money is not out of the question, the solution to the Christmas dilemma for most college paupers is to find gifts for less than \$10.

Virginia Clifford, owner of Under the Mistletoe at 1215 High St., said items such as ornaments, gourmet foods and jellies are selling well this year. Bread baskets, napkin rings, coasters and other Christmas decorations can also be found at low prices,

she said.

Inexpensive stuffed animals, personalized mugs and clipboards, picture frames and stocking-stuffers can be found at Container World on the 31-W Bypass.

Canter's Hallmark Cards and Gifts in the Greenwood Mall has mugs for \$6 and \$7 and calendars from about \$6.50 to \$10. Owner Louise Canter said address books, picture frames, small diaries, gift sets and note paper are good choices, too.

Pac-Rat's on Fountain Square in Bowling Green has comics, cassette tapes, compact disks and posters for less than \$10, according to Michael Ball, an employee.

Michele Bunch, a saleswoman at Sweats. Only in Scottsville Square, said light-weight sweatshirts range from \$6.25 to \$9.48.

The hottest cheap items at Wal-Mart in Greenwood Mall are appliances such as crockpots, toasters and mixers.

B. Dalton Bookseller in Greenwood Mall has a selection of bargain books on sale, including "The Real Mother Goose" for \$4.98, "The Wall" for \$6.95 and "Life Smiles Back" (from Life magazine).

Spencer Gifts in the Greenwood Mall has posters for \$3 and up, a Chippendale's calendar for about \$7 and a small train set for about \$5.

Norma Eash, an owner of the Christian Book Store at 661 E. 12th St., said Bibles are big sellers at Christmas and start at \$4.95.

Popular items at Wicks' N' Sticks in Greenwood Mall are sculptured wax figures which start at \$5 and fresh potpourri for \$1.99.

World Bazaar at Greenwood has picture frames, brass items, baskets and candles for less than \$10.

If there's a Greek on your list, it's Greek for Me on the 31-W Bypass has boxer shorts for \$6 to \$7, decorated pillow cases for \$5.50, laundry bags for \$10, cups and mugs for about \$3 and socks for \$3.50.

If gift certificates are more your

style, AT&T has booklets of \$5 coupons. But over the phone, they have to be bought in \$25 booklets.

Restaurants such as McDonald's and Pizza Hut also sell gift certificates in \$5 booklets.

For the movie buff, Greenwood 6 Theatres sells \$5 gift certificates that can be used at the box office or concession stand.

And if you know someone who never has enough money to do their laundry, Scott Sims of Suds Are Us said he can make up a gift certificate, such as a package of 10 washes for \$6.

WHAT'S GOING ON

Here's at least a partial list of stuff going on in and around Bowling Green for this holiday season.

Today

■ **Light up Western** welcomes in the holiday season at 7 p.m. at the university center. Carols, lead by President Thomas Meredith, will be sung, and a Christmas tree will be decorated. A Christmas movie will show in Niteclass. Contact Curtis Barman at the University Center Board office, 745-5807, for more information.

A craft shop will be open on the university center's mezzanine level from 9 a.m. to 4 p.m.

The **Star of Bethlehem** will be presented at 7:30 p.m. in Hagdin Planetarium today, tomorrow and Thursday.

Friday

The Capital Arts Center is presenting the musical "A Child's Christmas in Wales" at 8 p.m. Tickets are \$14, \$12, \$10 and \$8. Groups of 10 people or more can receive a 10 percent discount. For more information, contact the center at 782-ARTS.

Saturday

Santa In The Park will feature Mr. Claus in Fountain Square Park Saturday and Sunday from 1 to 4 p.m.

"Breakfast with Santa" will have the jolly fellow visiting children at 8:30 a.m. in Greenwood Mall. For more information, contact the mall's office at 782-9047.

Parade of worries began in September

By MICHELLE LAMBERT

The quiet streets of Bowling Green came alive Saturday morning with the pounding sounds of marching bands, screeching sirens and laughing clowns.

In Al Smith's head, however, the parade — one of masterlists, sponsor-gathering but chiefly worries — started about three months ago.

With more than 122 groups and about 4,000 people participating in the 1988 Bowling Green Christmas parade — a holiday tradition sponsored annually by the Jaycees — putting it all together had been no easy task.

"The key to a successful parade is to start early," said Smith, who has been parade committee chairman for the past five years. "We've been working on this since September."

"The key to a successful parade is to start early."

Al Smith

He said that every year the Jaycees begin by forming a parade committee to "organize the confusion."

Coordinating the event began with Smith's obtaining sponsors for advertisements. Next on the agenda was compiling a list of parade participants, followed by updating the list until a final one could be drawn with the floats could be placed in

order of appearance.

"I correspond with participants and get it all down on paper," Smith said.

On the parade day is when the real fun begins — organizing the mess, or "staging," where all the groups are "lined up in order, the way they go through," said Jaycees member Bob Arnold.

One person on each of the streets the parade participants took up was responsible for keeping everyone in line. They reported back to Arnold if problems arose or if revisions needed to be made.

Despite all the hassles, the parade must go on. And it did, on schedule.

Lines of anxious youngsters and excited adults marked the path for the parade. "This is one of our biggest events," Arnold said.

"People look forward to the parade."

WANT TO SAVE \$75?

Are you moving off-campus for the spring semester? If so, please follow these three steps to **guarantee** your \$75 refund.

NOTE: Any charges for damages, etc. will be deducted from the \$75 refund.

- 1 Officially check-out (withdraw) from your room. This means you must entirely move out of your room AND check out with a Hall Staff member on or before FRIDAY, DEC. 16 at 6 p.m.

OFFICIAL WITHDRAWAL—To properly and officially withdraw from the residence hall, all residents must:

1. Remove all personal property from their side of the room.
2. Empty trash can and remove all trash and/or unwanted materials (i.e. coat hangers, cardboard boxes, etc.).
3. The last or only occupant to withdraw should:
 - a. remove all food from refrigerator.
 - b. unplug unit.
 - c. clean and defrost unit (without using a knife or sharp instrument).
 - d. sit unit on desk top and open floor to prevent mold and mildew buildup.

4. Have room inspected by a member of the residence hall staff.
5. Sign the Room Check-Out Record.
6. Turn in the room key.

Residents who do not officially withdraw (i.e. properly check-out from the residence hall) will be charged \$75 for unofficial withdrawal.

- 2 Write your forwarding address **clearly** on your damage report. This will insure that your check will arrive at the correct address.

- 3 Relax. Your \$75 refund check will arrive within 4-6 weeks — if you followed steps 1 and 2.

HAPPY HOLIDAYS

from

HOUSING
WKU

Please ask your Hall Staff any questions you have concerning check-out before you move.

Tree-shopping a family affair

Continued from Page 1B

their height, but that isn't fair," said Austin, who prices trees "by their shape and looks."

"Some trees that are sold by height are not filled out," said Austin's wife, Judy.

Austin sold about 1,700 trees last year. Two trees were left over, and Austin gave them to a man to provide shelter for fish in his pond.

Because there were so many customer requests, Deemer's Floral at 861 Fairview Ave. has begun to sell fresh-cut trees for the first time in 25 years.

Three days before Thanksgiving, 150 Canadian balsam trees were cut and transported by rail. According to Mike Buchanan of Deemer's, the order was placed last January.

The average price of a seven-foot tree is \$35, with a \$5 delivery charge.

At the time, the Optimist Club was the only tree-seller in town with a lot at the corner of the Golden Branding

Iron.

This year the Optimist Club is selling 600 Scotch pine trees from Bloomfield, Ind., said Charles Forshee, secretary-treasurer.

Forshee said this summer's drought hurt the trees. "They're not as full, and some are crooked — which is caused by the tree roots growing toward water."

"Most of our customers are repeat customers, because they know they're helping the youth," Forshee said.

Forshee told of a mysterious lady who has bought the "Charlie Brown" tree — the puniest tree on the lot — for nearly 10 years.

"She buys the tree we couldn't possibly sell," he said. "We don't know who she is or why she does it, but we do appreciate her \$30."

The trees are sold at \$2.50 a foot. Average height is 6 feet. "The Scotch pine grow tougher, can take more abuse and don't dry out as fast," Forshee said.

"The drought caused a shortage of

trees," said Nancy Miller, Jaycees Christmas tree chairwoman. The Jaycees ordered 800 trees in July from James P. Rogers, who has grown trees here for more than 30 years, but got only \$75 because of the drought.

Their price for trees, which usually average 6 feet, is \$3 a foot. Flocked trees are \$8 a foot and live trees are \$47.50 each.

Daryll Miller Jr., 14, was "volunteered" by his mother to help sell trees. Daryll helps customers find trees and measures and prices them.

Daryll said he will continue to work "until they run out of trees, or I get sick first."

After touring through the rows of trees at Dade's, the Fords decided on the Fraser fir they looked at first. After buying holly limbs and tree trimmings for the mantle, the Fords were prepared.

"They (the customers) keep coming back," Judy Austin said. "You see them once a year."

Foreign students won't be home for Christmas

Continued from Page 1B

things to make a nativity scene," such as wood or painted clay figures.

"Some people consider doing a nativity more important than having a Christmas tree," she said. "That's what it is all about."

At midnight on Christmas Eve, her family would put Jesus in the manger and say a prayer as part of their celebration.

Bernhard said, "It's kind of different without the family."

"I wish I could go home," said Hilman Iskandar. "I have been here 2½ years." The Indonesian sophomore has not seen his parents during that time.

Some foreign students have decided to explore the country.

Adi Barnes, an Indonesian senior,

said he is planning a trip "maybe to Florida" with other Indonesian friends who are scattered across the United States.

Some foreign students come from countries where Christmas isn't celebrated.

"We don't celebrate Christmas," Xiaogong Cai said. "It's not an official holiday."

Some Chinese universities throw parties on Christmas, the Chinese graduate student said. "But students study and even take tests on Christmas day."

Cai said she longs to go home. Bernhard said she missed her family in Guatemala, but looked forward to her traditional Christmas in Florida.

"It should be like the good old days."

'Spirit of the season' shows in decorations

Continued from Page 1B

Some have decorations left over from past years.

"We spent about \$20 last year, and we will spend another five this year to replace some of the lights," Scanlon said.

"We brought a lot of it from home after the Thanksgiving break," Turner said.

No matter how a student decorates for the holidays — putting up a tree, decorating the door or lining the window with lights — the result is the same.

"It is like my roommate (Rachel Tharpe, a Russellville freshman) says," Turner said. "It shows the spirit of the season."

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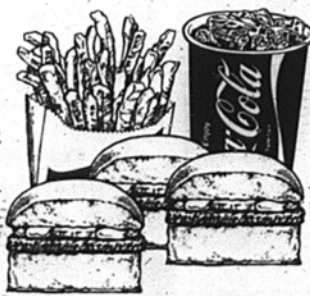


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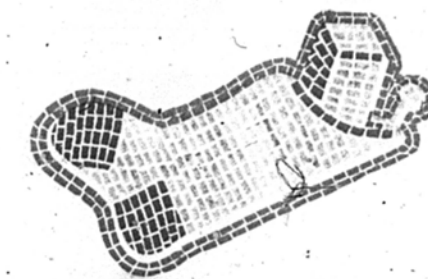
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Shirk tradition; seek the odd

By GINA KINSLOW

Trying to break away from buying the traditional shirt, socks or tie for Christmas gifts?

Worry no more. From a silk kimono to a huff-a-zoo, Bowling Green merchants offer solutions to your problem.

If the person on your list needs something to get them up and running, Container World on the 31-W Bypass has a talking alarm clock for \$29.95.

For party people, they also have a Chilly Diller which frosts glasses for \$17.89, or a cocktail blatter that runs to the end of the bar and serves your drink for \$15.

Spencer's Gifts in the Greenwood Mall has something that everyone can afford, said Manager Ken Thrash.

Neon telephones sell for \$299 and 1 1/2-foot-tall Beatles dolls are \$30.

For more musical gifts, Pac-Rats on Main Street peddles used and out-of-print albums, cassettes and compact discs.

Movie posters are \$2 to \$7 there, and original collectible comic books sell for \$2 to \$25.

Royal Music on State Street has gifts for the not-so-musically inclined such as musical spoons for \$6.95, jaw harp ruff between \$3.50 and \$6.50. Kazoos sell for \$1.69.

"If you can hum, you can play one," said Kathy Madison, bookkeeper and secretary for Royal Music.

Or pick-up a hum-a-zoo for \$1. They're instruments similar to kazooos. "You can have a lot of fun with it," Madison said.

Artsy folk on your shopping list might enjoy gifts bought at a crafts fair that The Bowling Green Warren County Arts Commission is sponsoring at the Capitol Arts Center.

The show, that began yesterday and will run through Christmas, features earrings, pottery, watercolors, smoked porcelain, ceramic jewelry, wood carvings and weavings.

Other shops in town offer similar down-home gifts.

The Country Cabin on Dishman Lane has "a little bit of everything," said Susan Taylor, retail manager for the store.

They have folk-art items, such as corn husk-dolls and flowers made at Red Bird Mission in Eastern Ken-

tucky, Wooden Chinese Checker Boards made in Berea and hand-carved wooden spoons.

A gourmet foods section offers jams and jellies, spiced teas and gourmet coffees.

To satisfy exquisite tastes, imported gifts may be the answer.

Under the Mistletoe on High Street, has old world Christmas ornaments at \$5 imported from West Germany.

"Just about everything we have here, you won't find in any other store," said John Clifford, husband of the owner, Virginia Clifford.

For the smoker, the Bowling Green Pipe and Tobacco Shop, Inc. on Main Street has meerschaum pipes that change color after being smoked.

Major Weatherby's, an Army surplus store on Broadway Avenue has 100 percent silk kimonos for both men and women for \$32; and sheepskin hats — cossacks — for \$18.

Ari Wear on College Street sells imported sweaters made of alpaca wool for \$49 and sweaters made of baby llama wool, imported from Peru, for \$60.

Cold weather produces hot items

By SIDNEY ELINE

If it's a sweater, it's a hot item for Christmas shoppers this year.

It's nearly impossible to walk past clothing stores in the Greenwood Mall without seeing sweaters lining display windows.

"Sweaters are always our best seller," said Tammy King, Chess King assistant manager.

Chess King's front display section was covered with sweaters of many colors and designs. But solid-colored sweaters were absent. King said the store doesn't carry them anymore because of the demand for designer sweaters.

"Sweaters always sell good at Christmas time," Foxmoor assistant manager Cara King said. "They're easier to fit people with. You can dress up or down in them, and you can wear jeans with them."

King said the "glittery and more flashy sweaters are selling among the women this year."

"Girls are buying the sweaters that are going to make them stand out in a crowd," she said. "You used to see darker colors being bought at Christmas. Now it's the pastels and feminine stuff."

Foxmoor had a few solid-colored sweaters, but the majority were prints and stripes.

"Christmas is the one time of year when people can dress up and be noticed," she said. "You can really be flashy."

Twana Austin, a sophomore from Gallatin, Tenn., likes to buy sweaters for gifts.

"People are looking for a change — not the same old color," Austin said. "If you can find a unique sweater you're not like everybody else."

Also popular this year are brown, leather bomber-jackets.

Steamboat Salvage on Scottsville Road can't keep them in stock, said Anita Frazier, a sales clerk there.

"These jackets go like crazy," the Glasgow junior said. "We sold 800 jackets last year and sold 200 already this year."

Frazier said the store has received 20 calls about the jackets since it sold out.

Tammy King said she couldn't keep the jackets in stock at Chess King either.

Besides clothing, music and electronics are also popular gifts for college students. In the music scene, cassette singles are selling well, according to B.J. Jordan, manager of Musicland in the Greenwood Mall.

Jordan said accessories also sell very well during Christmas.

"Tape cases and organization-type things are those type of gifts that

people want but will never buy for themselves," he said.

Wal-Mart Manager Steve Robinson credited a lot of the store's Christmas sales to appliances.

"We're selling a lot of smaller microwaves, coffee pots and electronics for students this year," Robinson said. "The jam boxes and small stereo units are also doing well."

Robinson said students were mostly buying "wide varieties of crafts and small houseware items," such as handmade crocheted items, glass sets and ceramic figurines.

But this year's biggest Christmas sellers at Wal-Mart are candy canes. Robinson said they will probably go through 10,000 boxes at 24 canes a box.

"This time of year everything goes," Robinson said. "We just stand back and watch everything blow out the door."

Bruce Moore, a Louisville junior and a Sears sales associate in electronics, said boom boxes and typewriters are hot sellers this year.

He said parents are also buying compact disc players for their college-aged children.

"These are unique gifts for a student," Moore said. "I guess the typewriters encourage them to study."

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\$3.99	\$3.99	\$4.99	\$5.99

WEEKEND ALL-YOU-CARE-TO-EAT SPECIALS

FRIDAY	SATURDAY	SUNDAY
Fish Fee-Lays French Fries, Cole Slaw & Hush Puppies	Gulf Fried Shrimp French Fries, Cole Slaw & Hush Puppies	Blue Ribbon Fried Chicken Two Homestyle Vegetables & Biscuit <small>*All White Meat Extra</small>
\$5.49	\$6.99	\$4.49

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Traditional toys touted for tots

*'Twas the morning of Christmas and all
cross the floor
expensive ray guns lie abandoned and
ignored.
What's holding the interest of small
girls and boys?
'Tis nothing but . . . a small Tinkertoy.*

By JIM GAINES

Despite legions of new companies promoting slime factories and space fighters, time-tested toys from long-lasting companies are still hanging on.

Names such as LEGO, Fisher-Price, Tonka and Mattel are successful year after year.

Much of a toy's success depends on television advertising, said Debbie Stoner, who has seen three Christmas seasons as a clerk at Playland Toys in Greenwood Mall. Children old

enough to understand TV commercials choose what they want.

"The younger kids get the more traditional toys," Stoner said. "The older they get, the more they get what they see on TV."

New toys still outsell older ones, Stoner said. Nintendo game systems and cartridges are hard to keep in stock.

Regardless of time on the market, the big-selling toys have some common characteristics. The toys that keep selling are ones that let the child participate, whether it's video games, Tinkertoys, Lincoln Logs or the yo-yo.

Sheryl Strottmán, manager for another local toy store, said major toy manufacturers can sell whatever they want because they have the advertising clout to promote an entire line of

toys.

Part of their marketing strategy is to develop toy lines to accompany a television program, she said. G.I. Joe dolls and accessories, having faded in popularity for years, had a strong comeback with the development of a G.I. Joe cartoon series, Strottmán said.

Accessories for established lines such as Sesame Street toys also keep coming back, Stoner said.

The choice between traditional and newer toys depends on the buyer, Stoner said. After about age 5, she said, parents stop choosing traditional toys and instead follow their child's requests. When left to the kids, the choice is more haphazard.

"Anything they can get to first is usually what they grab."

Top toys electronic today, but students recall others

By PAMELA C. KIGGINS

When today's college students were young, they may have dreamed of a Barbie doll or G.I. Joe for Christmas.

Things have changed. Today, the most popular toys are electronic. WBKO-TV conducted a survey on the biggest-selling toys this Christmas with the help of about 2,000 children at 12 local schools. The children tested 2,000 toys.

Electronic toys which serve as learning aids came out on top.

Rhonda Cobbel, however, remembers simpler toys being her

favorites — especially Barbie.

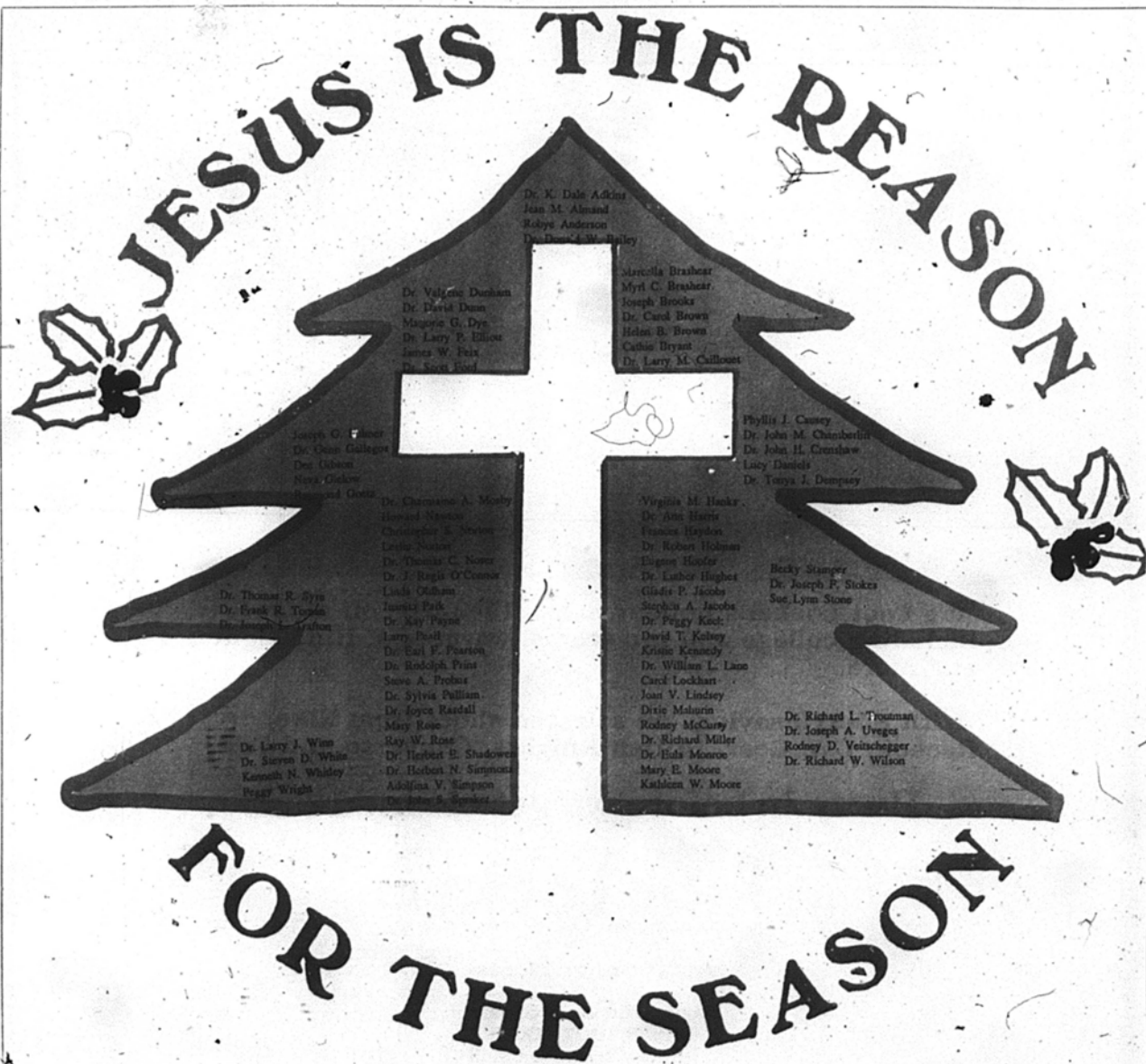
The Louisville freshman said she liked her Barbie dolls because she could "dress them up, make them talk, and it was like you were in control of Barbie."

But Kim Marks didn't go for the traditional girls' toys.

"I liked playing with cars and trucks because I was the only girl, and I have a bunch of boy cousins," said the Lexington freshman.

Vance Turpin, an Atlanta freshman, had a Tyco race track.

"My brothers and I would get up at 12:00 on Christmas morning," Turpin said, "and I would have all my toys torn up by 12:15."



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